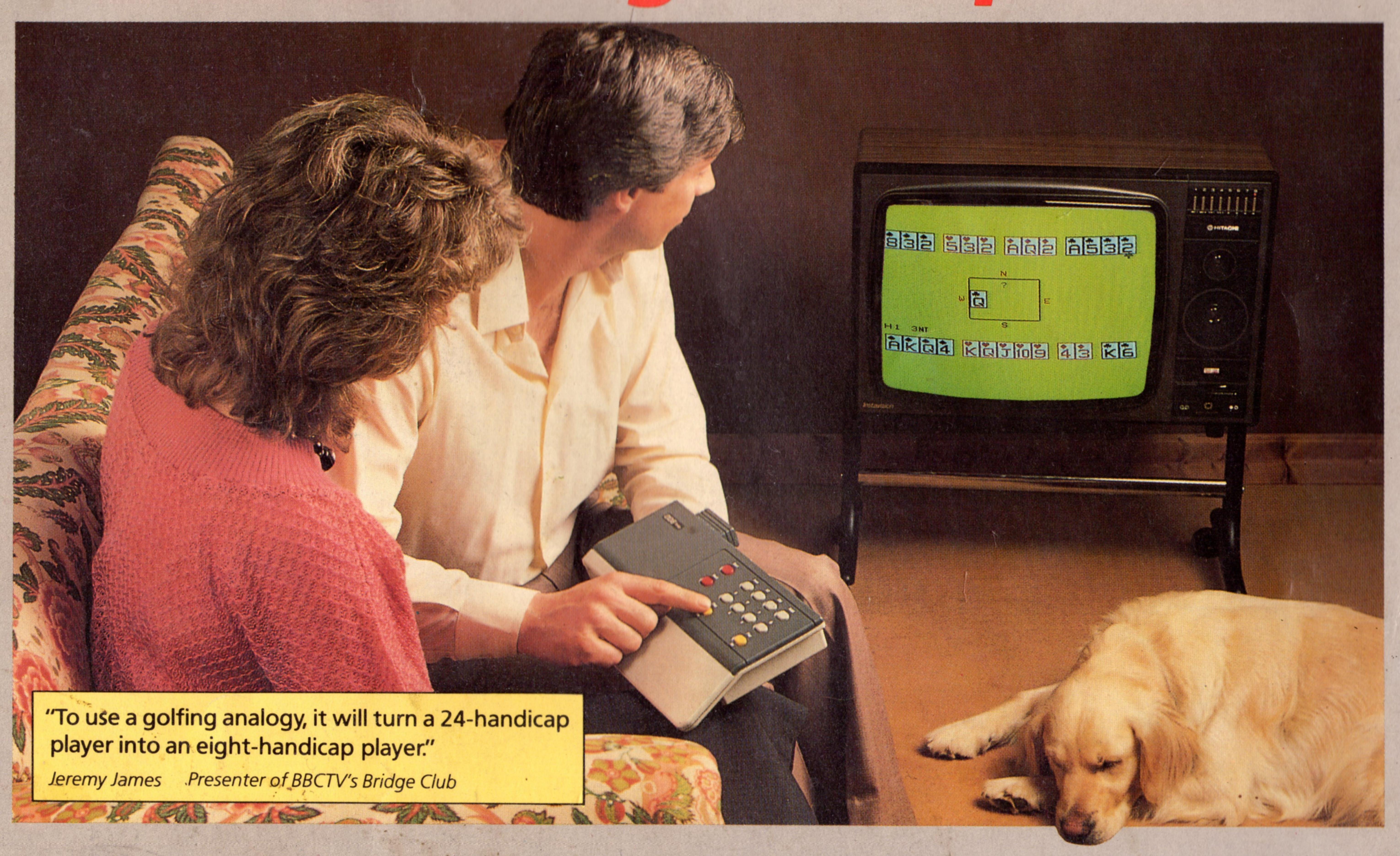
Play bridge with the new, revolutionary B B B Bridge Companion



The B B C Bridge Companion

- an entirely new concept ...

Pass pleasurably from Novice Class to Master Class with the help of the amazing new *BBC Bridge Companion*

The **BBC Bridge Companion**, brainchild of electronics wizard and bridge enthusiast Tony Reynolds, and latest addition to the impressive range of **BBC Enterprises**, opens a new and inviting highway to the understanding and playing of the endlessly fascinating game of bridge.

Writing of it in The Guardian, Mitchell Symons, not one given to unseemly enthusiasms, said: "Introducing the *Bridge Companion* to a gathering of distinguished writers and players, Bryon Parkin, Managing Director of BBC Enterprises, declared that 'the BBC only puts its name to quality products'. For once, this was actually an understatement."

So what is this amazing innovation?

The **BBC Bridge Companion** is an entirely new concept and presentation of the way to play, practise, learn or improve your bridge.

It means that you can tackle any aspect of the game - even start out as an absolute beginner - with a master player looking over your shoulder, permanently on hand, at any time of your choosing, to deal with your problems. This expert, moreover, is never over-critical, impatient or unkind.

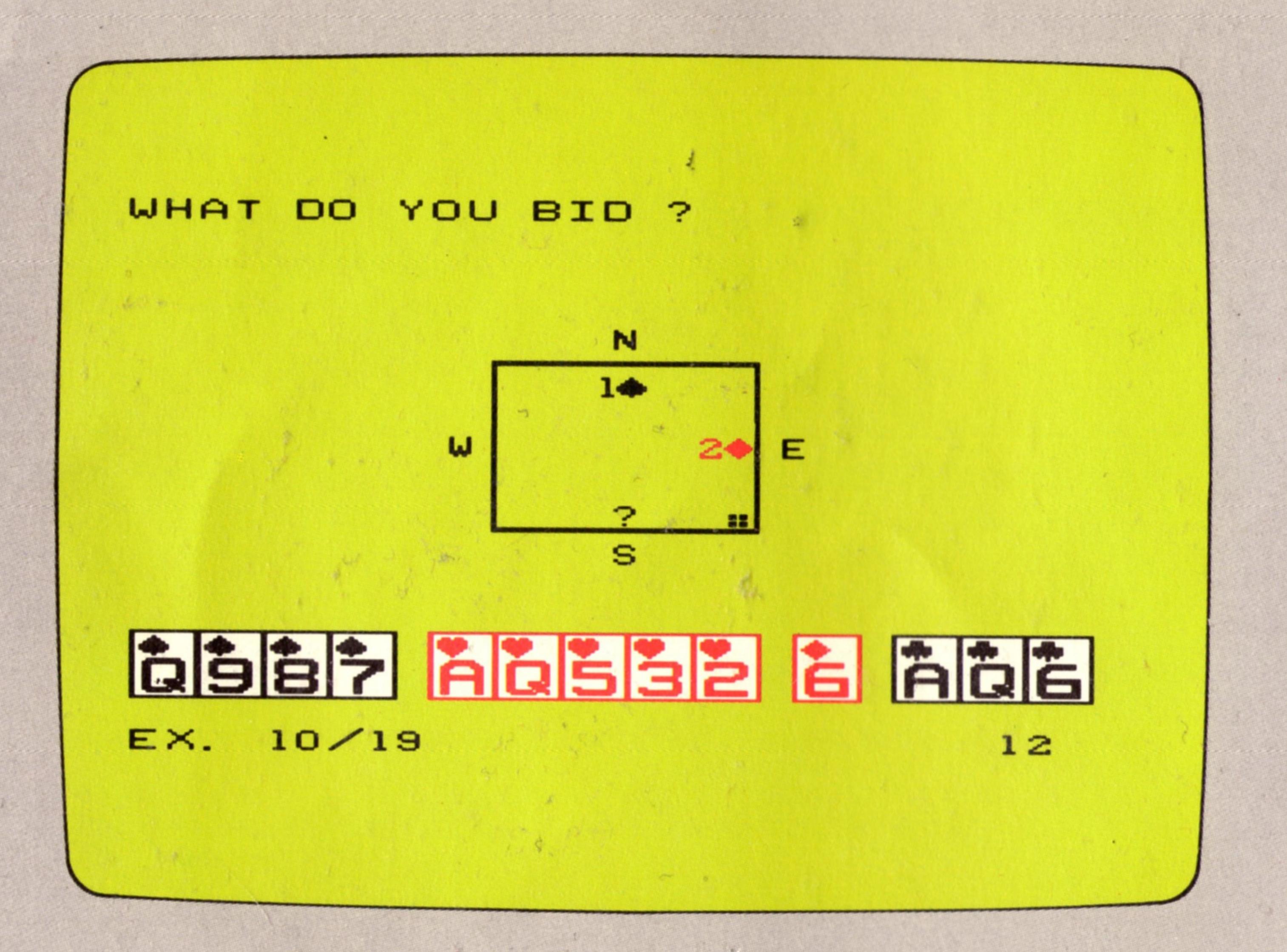
Your coach is, in fact, the celebrated Jeremy Flint: world master, author, broadcaster, and Bridge Correspondent of The Times. Jeremy is the originator of ideas that most players nowadays take for granted. He is a great exponent of ACOL, Britain's best-known bidding system, and together with other international experts and teachers, and designer Tony Reynolds and his team, has ensured that the *Companion* will be a guide and friend to beginners, improvers and experts alike.





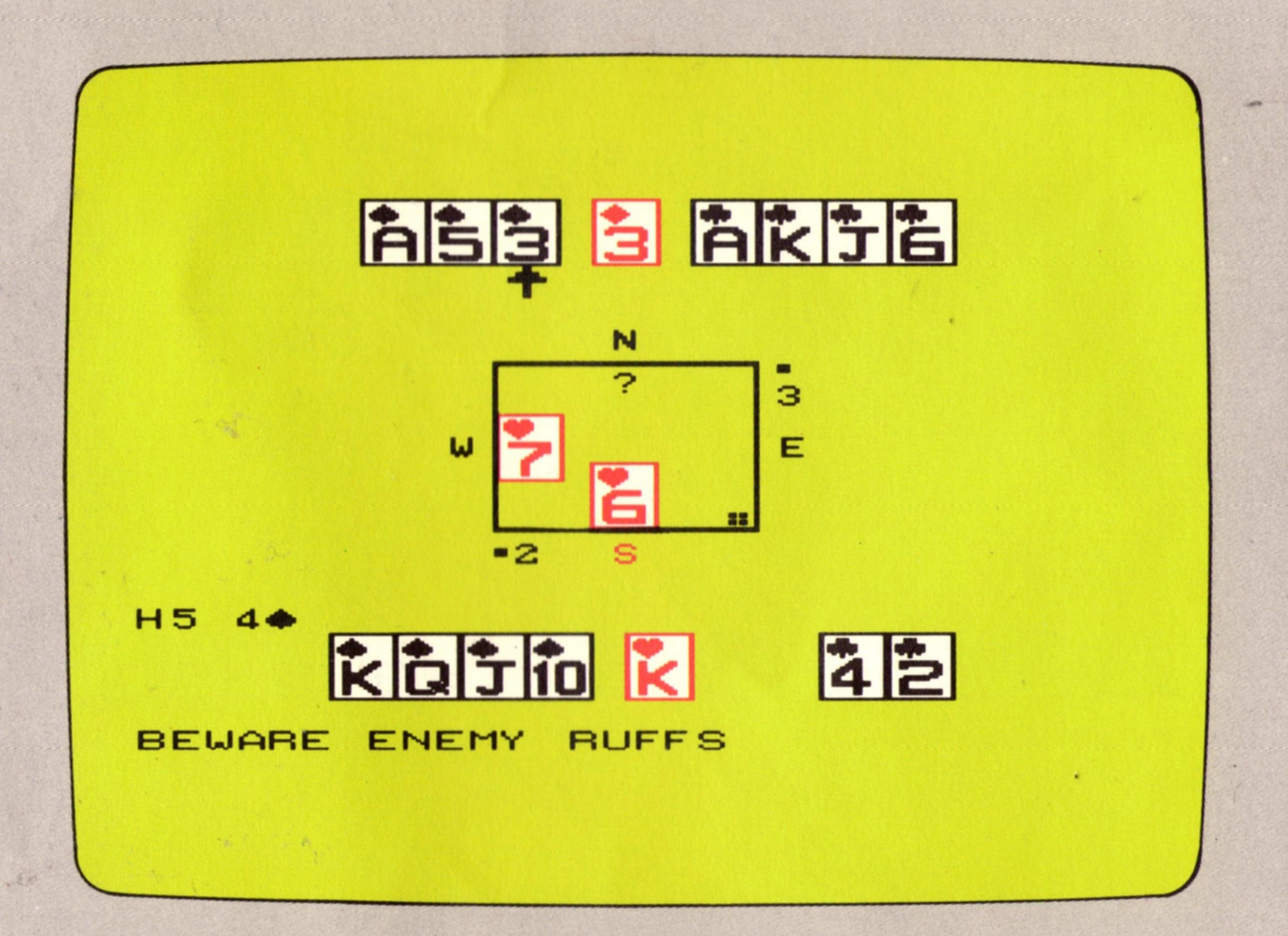
Here's how the BBC Bridge Companie

... all made crystal clear on your television screen!



1 Your *Companion* has just dealt you this hand. Your partner, North, has opened the bidding with ONE SPADE; your opponent, East, has bid with TWO DIAMONDS. What do you do?

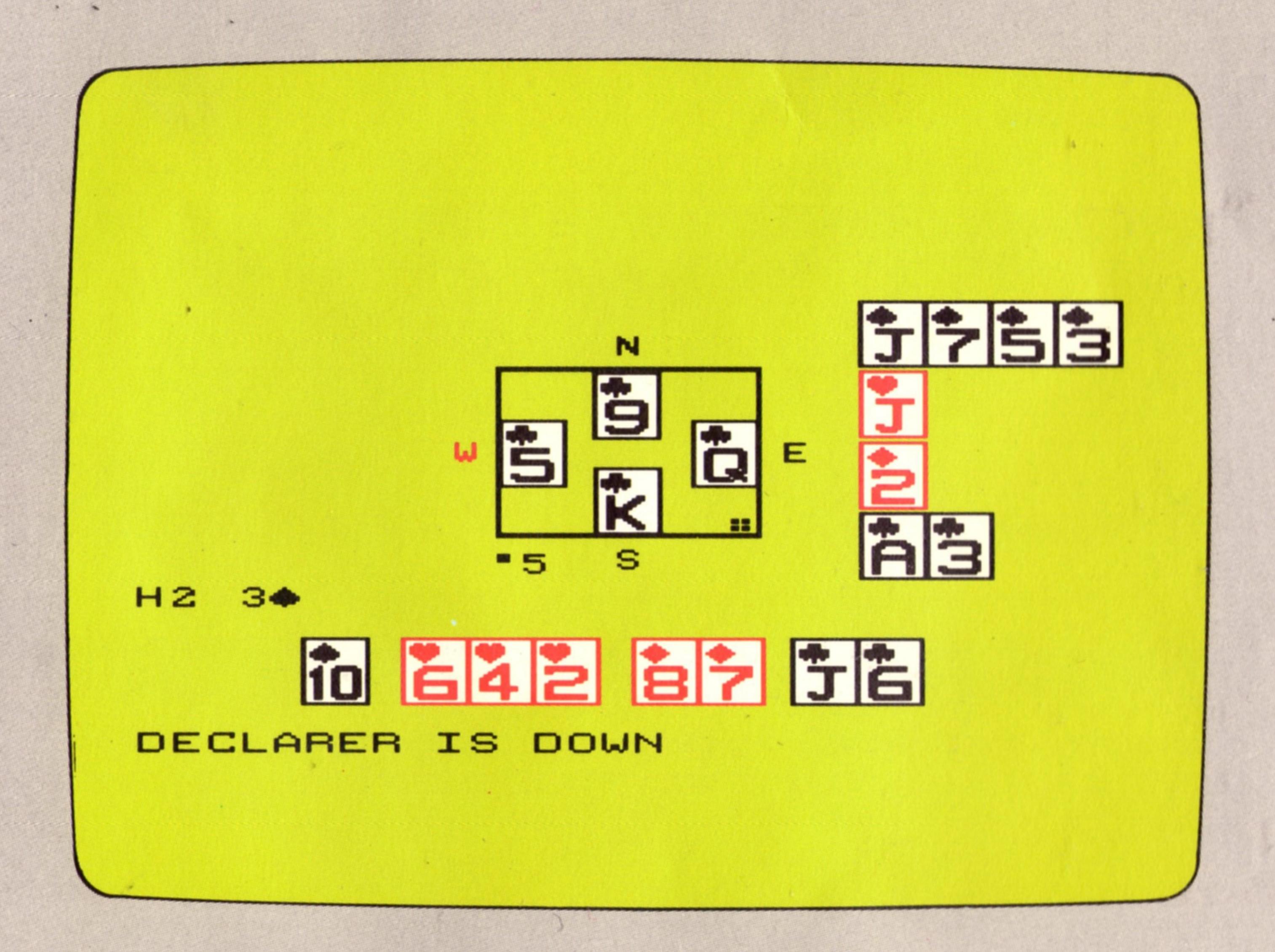
If you bid TWO HEARTS your *Companion* will tell you that your hand is too strong for this; if you bid correctly you will be told why your bid is correct. This is an example from Exercise 10. The bottom line shows how many questions you have been asked and how many you have got right.



2 You are playing a hand. You and your partner North have bid a contract of FOUR SPADES. North's hand is already on the table. Your opponents, East and West, have already taken three tricks; you, two. Now, do you trump with the three of spades or do you elect to play your ace?

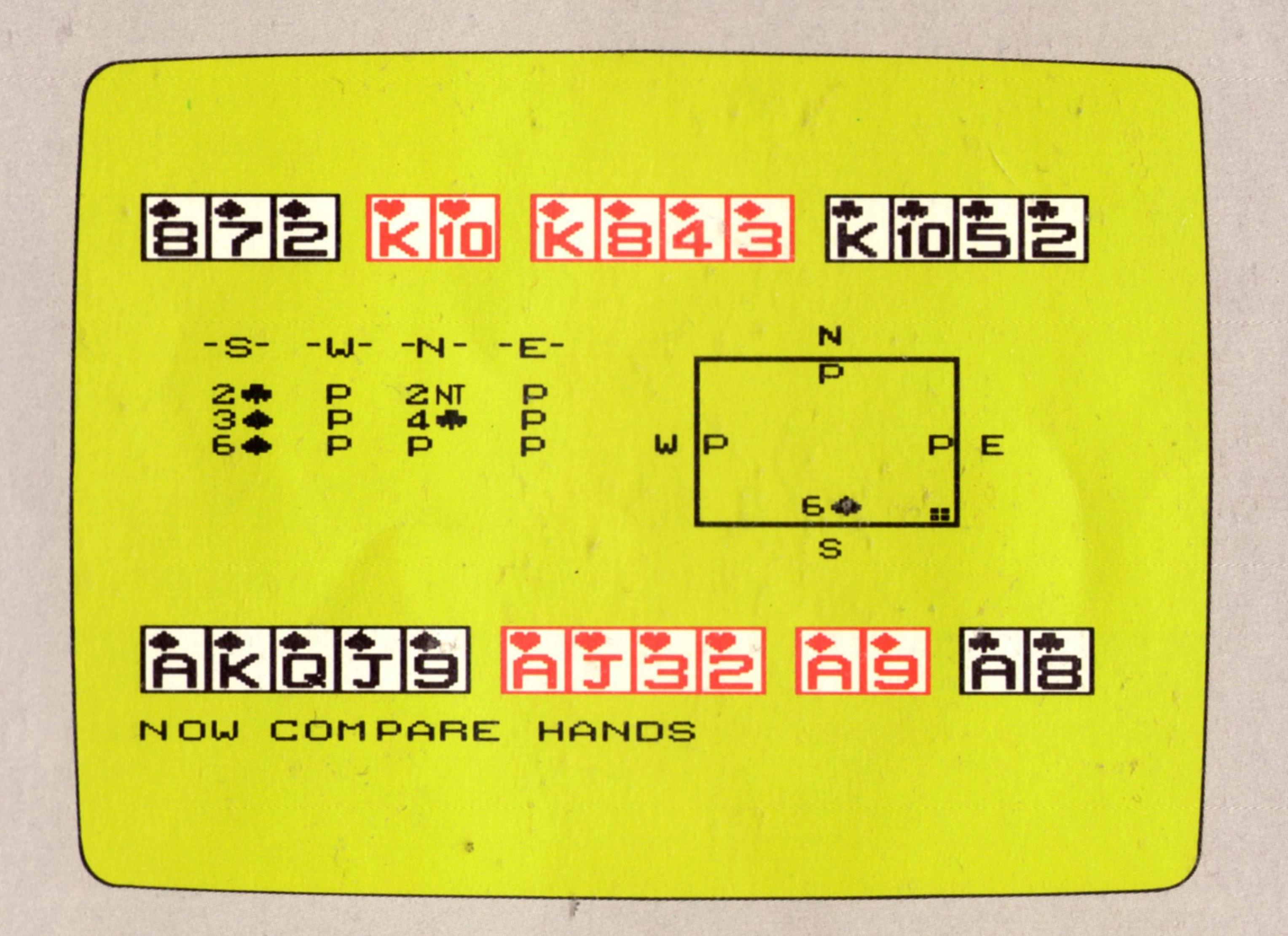
Remember that, if you wish, your **Companion** will take you back over the play at the touch of a button.

n helps you to enjoy better bridge...



3 Here you are defending. East and West have bid a contract of THREE SPADES; West is declarer, and East is dummy—on the table. By correct signalling to your partner, and good play, you are able to defeat this contract.

Good defensive play is as essential as attack in the development of your skill at bridge. It is an aspect of the game to which your *Companion* gives attention.



4 This is a random hand, dealt by your *Companion*, just to practise your skills at bidding. It shows the conclusion of a bidding sequence in which you are South. You opened (having been shown the hand) with TWO CLUBS, to which your partner North responded TWO NO TRUMPS. You re-bid THREE SPADES, and finally SIX SPADES. You could possibly make seven, but this is less certain.

Behind the BBC Bridge Companion

Two of the sharpest brains in bridge

Jeremy M Flint was born in 1928 and lives in London. One of the most successful bridge players on both sides of the Atlantic, he was European Champion in 1963 and came second in 1971. During his 1966 tour of the US he won the All-American Open Teams, the Men's Pairs, and 11 other major tournaments. He represented Great Britain in the World Open Pairs in 1962 and 1970, in the World Team Olympiad in 1964, 1972, 1976 and 1980, winning three medals; in the Bermuda Bowl of 1965; and in the European Championships of 1962, 1970, 1974, 1975 and 1977. In 1973 he won the Far East Open Pairs, and his national titles include British Master Pairs, 1963 and 1964, winning the Gold Cup twice, and Life Master Pairs, 1964 and 1973. He has the unique distinction of having made Life Master of the ACBL in just 11 weeks.

Jeremy Flint is the originator of conventions and tactics that are taken for granted in modern bridge, and is the author of *Tiger Bridge*, *Competitive Bidding*, *Trick 13*, *Instruction for the Defence*, and *Bridge in the Looking Glass*. He has also written a book about horse racing, which he says is his favourite sport.

Frederick L North lives in Hove, Sussex. A former army officer, he is best known as a bridge writer and teacher, but has represented England in the World Open Pairs of 1962 and 1966, and his national titles include the National Pairs Championship, Gold Cup, 1962, the Devonshire Cup (six times) and the Telegraph Cup (three times). In 1957 he made a sweep of the Torquay Congress by winning the Pre-Congress Pairs, the Mixed Pairs, Master Pairs, Men's Teams and Open Pairs. He has produced several successful books on the game, some of them co-authored with Jeremy Flint.

Build on this solid foundation

The first cartridge, **Bridge Builder**, comes with your **Companion**, and covers the theory and practice of bidding, providing exercises, advice, and practice hands.

Here are the contents of your Bridge Builder:

Introduction to Bridge

Bidding

Bread, butter and honey hands
Joining in the fun
- competitive bidding

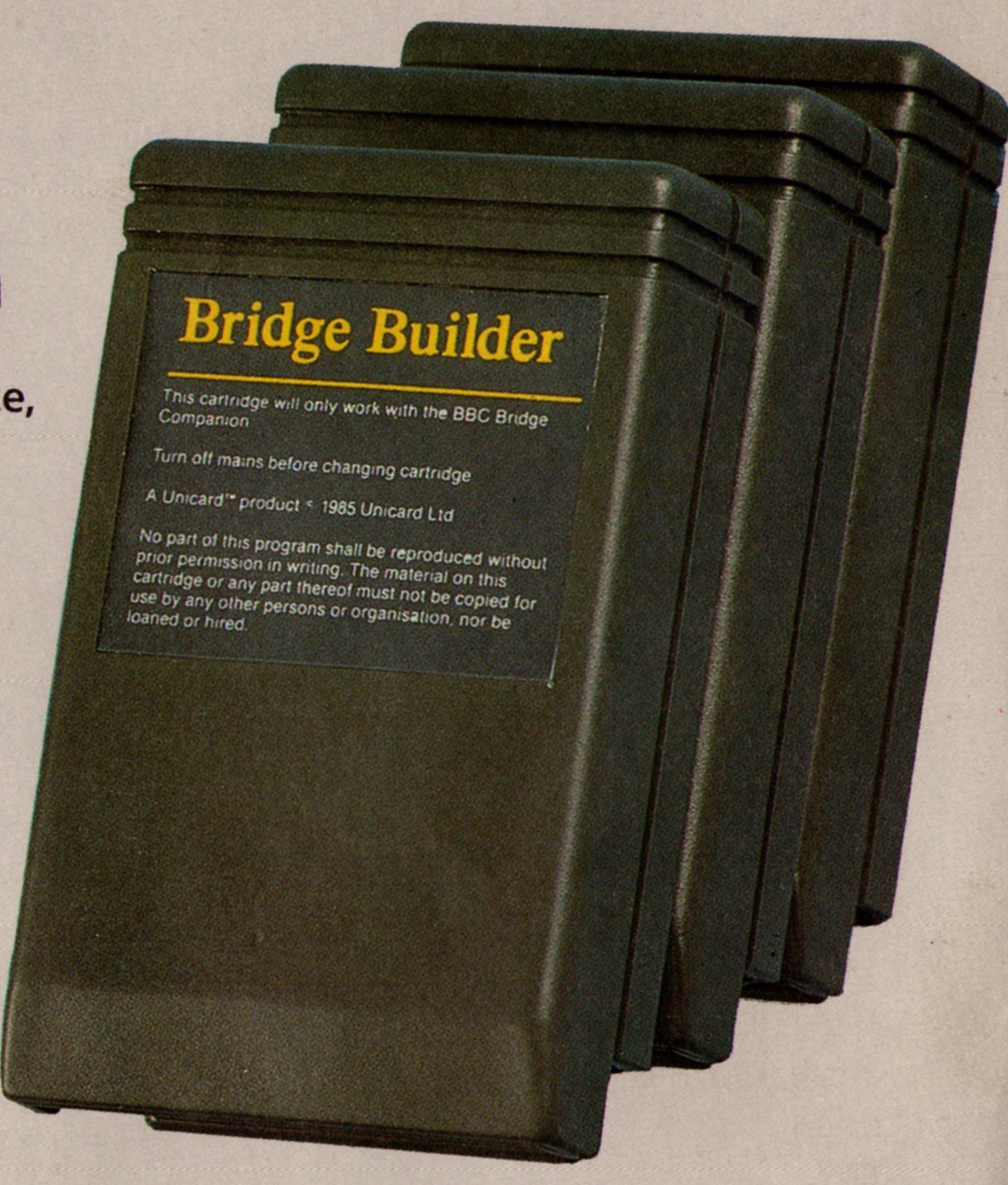
Pre-emptive bidding
Bidding on strong hands
Slam bidding

Bidding practice

Playing the hand

Defensive play

NB Though Bridge Builder is the first cartridge in the series it is by no means



intended simply for beginners; but players of all standards. Experts find it absorbing and thoroughly enjoyable.

As in all games, experts and professionals sharpen their skills with practice, and your **Bridge Builder** gives you enormous scope for this.

Questions - and all the answers

Whose idea was it?

A The techniques were developed by Jeremy Flint, Jeremy James (co-Presenter of BBC Bridge Club) and Freddie North. Design and electronics were handled by Tony Reynolds.

Q Do I need a video recorder with it, or a special TV?

A No, it comes to you complete, and all you have to do is to plug it in to your television.

Q Does the Companion just teach bridge?

A No, the **Companion** with its first cartridge, **Bridge Builder**, is designed to do what its name implies. It encourages you to practise at bidding and playing hands. You will find this not only stimulating and entertaining but also that it develops your skill and understanding of the game. Subsequent cartridges will test your skills against those of the masters.

Shall I become bored with it, once I've mastered the game?

A Does anybody ever 'master' bridge? The cartridge that comes with your *Companion* gives you so much information that you will want to come back to it again and again over a very long time indeed. When you have mastered everything in this cartridge you are already up to 'expert' standard.

Again, remember that there will be further cartridges. The second in the series will bring you international competition hands.

Will it help me even if I have never played bridge before?

A Yes. It is designed for beginners, intermediates and advanced players. Its most spectacular advantage, especially for beginners, is that it lets you practice on your own, in the privacy and comfort of your home: you can make all the mistakes that every beginner makes and not have to worry about them. By the time you sit down to a real game of bridge you will be confident and competent.

Q Do I need to know anything about computers to operate it?

A Absolutely not. You simply plug in and switch on.

Is there a good handbook with it?

A There is. Points that can be more clearly expressed in text form are illustrated in the book, and those more easily made clear visually are shown on the screen. There is a separate handbook with each cartridge.

Q Is it good value?

A For what it is and all it does it is anything but expensive. It is unique. It is absolutely dedicated to improving your game of bridge. It is a product of the very highest quality, into which have gone a great deal of research and development and an almost unbelievable degree of ingenuity and patience. The price includes, as well as the *Companion*, an aerial lead, mains adaptor, operating manual, the first cartridge (Bridge Builder) and accompanying handbook.

With the BBG Bridge Companion

We give you

A BBC Bridge Companion, Bridge Builder Cartridge, Cartridge handbook, Operating manual, Mains adaptor, Aerial lead, I2 month warranty and registration card.



Dealer's stamp

We can promise you

An improved game * Play, practice and improvement * Increased confidence

- * Playing at your own pace * Answers to all your bridge questions
- * A competitive challenge * Rectification of your mistakes * Authoritative guidance
- * Learning that is fun * Sheer pleasure for all the family!

But don't just take our word for it

"Bryon Parkin, Managing Director of BBC Enterprises, declared that 'the BBC only puts its name to quality products.' This was actually an understatement.

"... A machine that lives up to its promises.

"...Superb design and graphics."

Mitchell Symons in The Guardian

"It's easy to use and the presentation could hardly be clearer or more logical - an instant get-more-out-of-your-bridge kit with the promise of more to add to it later."

"...To use a golfing analogy, it will turn a 24-handicap player into an eight-handicap player."

Jeremy James, co-Presenter of BBCTV's Bridge Club

- "...takes players from the most elementary stage, through the middle ground, to a standard which would make them acceptable at quite a high level.
- "... I was delighted at the simplicity of the product and the ease with which it could be operated."

R C Elletson, International Newspapers

"It is unbelievably easy to use, well designed, and enormous fun to play with. I would unhesitatingly recommend my students to buy it."

Nicola Smith, Director, London School of Bridge

"As a teaching medium, this is an absolutely astonishing creation. I can foresee its doing as much for British bridge as Mrs Beeton did for our national cuisine."

Michael Green, Senior Tournament Director of the English Bridge Union

"This is a marvellous creation, and playing with it has been thoroughly enjoyable. It made me realize just how much the average player simply doesn't know - I have played for years without realizing there is so much more to bridge than I ever guessed. You may like to know that my children, aged 12 and 10, after an astonishingly short time are able to play quite stimulating bridge with their parents."

Mrs Aldridge, Amberley

"Not only has my own game improved in the few weeks I have had the **Companion** to test but it also allows me to play fascinating games at home on the occasions when I cannot get out due to bad weather, etc."

A Pensioner

"My bridge has improved beyond all recognition, and I have even been able to bring my partner (bridge and marriage) up to my own standard.

Mrs Helen Hogan, Canterbury